

ESTTA Tracking number: **ESTTA378338**

Filing date: **11/12/2010**

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD

## Notice of Opposition

Notice is hereby given that the following party opposes registration of the indicated application.

### Opposer Information

Name	The Armor All/STP Products Company
Granted to Date of previous extension	11/14/2010
Address	1221 Broadway Oakland, CA 94612 UNITED STATES
Attorney information	Craig S. Mende Fross Zelnick Lehrman & Zissu, P.C. 866 United Nations Plaza New York, NY 10017 UNITED STATES cmende@fzlz.com,jjones@fzlz.com Phone:212-813-5900

### Applicant Information

Application No	77896091	Publication date	05/18/2010
Opposition Filing Date	11/12/2010	Opposition Period Ends	11/14/2010
Applicant	Demetrios Mavrofrides 315 Doolittle Street Orlando, FL 32839 UNITED STATES		

### Goods/Services Affected by Opposition

Class 012. All goods and services in the class are opposed, namely: wheels; wheel rims
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### Grounds for Opposition

Priority and likelihood of confusion	Trademark Act section 2(d)
Dilution	Trademark Act section 43(c)

### Marks Cited by Opposer as Basis for Opposition

U.S. Registration No.	648087	Application Date	10/22/1956
Registration Date	07/09/1957	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			

Description of Mark	NONE
Goods/Services	Class U015 (International Class 001). First use: First Use: 1954/09/05 First Use In Commerce: 1954/09/07 ADDITIVE COMPOUND FOR MOTOR OILS

U.S. Registration No.	827102	Application Date	05/04/1966
Registration Date	04/11/1967	Foreign Priority Date	NONE

Word Mark	STP
Design Mark	


Description of Mark	NONE
Goods/Services	Class U015 (International Class 004). First use: First Use: 1954/09/05 First Use In Commerce: 1954/09/07 ADDITIVE COMPOUND FOR MOTOR OILS AND MOTOR FUELS


U.S. Registration No.	929938	Application Date	08/28/1970
Registration Date	02/29/1972	Foreign Priority Date	NONE

Word Mark	STP
Design Mark	


Description of Mark	NONE
Goods/Services	Class U022 (International Class 016, 018, 020, 022, 025, 028). First use: First Use: 1963/00/00 First Use In Commerce: 1963/00/00 TOYS AND SPORTING GOODS-NAMELY, MODEL VEHICLES [, MODEL AIRPLANES, KITES, BALLOONS, AND COIN BANKS ]


U.S. Registration	958574	Application Date	08/19/1971
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No.			
Registration Date	05/08/1973	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class U031 (International Class 011). First use: First Use: 1971/07/21 First Use In Commerce: 1971/07/21 FILTERS FOR AUTOMOTIVE AND MARINE ENGINES		


U.S. Registration No.	1061958	Application Date	08/19/1976
Registration Date	03/29/1977	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 001. First use: First Use: 1975/05/09 First Use In Commerce: 1975/05/09 BRAKE FLUID		


U.S. Registration No.	1072497	Application Date	12/29/1976
Registration Date	09/06/1977	Foreign Priority Date	NONE
Word Mark	STP		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 004. First use: First Use: 1976/04/29 First Use In Commerce: 1976/04/29 MOTOR OIL


U.S. Registration No.	1117051	Application Date	07/26/1978
Registration Date	05/01/1979	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1977/11/08 First Use In Commerce: 1977/11/08 RESTORER AND BEAUTIFIER FOR PLASTIC, RUBBER, LEATHER AND WOOD		


U.S. Registration No.	1206873	Application Date	05/27/1980
Registration Date	09/07/1982	Foreign Priority Date	NONE
Word Mark	STP		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 1979/11/12 First Use In Commerce: 1979/11/12 Degreasing Cleaner for Vehicle Engines and Industrial Equipment


U.S. Registration No.	1267491	Application Date	09/20/1982
Registration Date	02/21/1984	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 001. First use: First Use: 1982/06/15 First Use In Commerce: 1982/06/15 [ Chemical Penetrating Lubricant ] Class 004. First use: First Use: 1982/06/15 First Use In Commerce: 1982/06/15 Lubricants-Namely, Power Steering Oil and Transmission Oil		


U.S. Registration No.	2103468	Application Date	10/24/1996
Registration Date	10/07/1997	Foreign Priority Date	NONE
Word Mark	STP		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 003. First use: First Use: 1990/12/19 First Use In Commerce: 1990/12/19 automotive and household cleaners, degreasers and cleaning concentrates; glass cleaners; multi-purpose cleaners for interior and exterior home and automotive use, preparations to clean and shine tires; brake parts cleaner; carburetor cleaner and hand cleaner

U.S. Registration No.	2540084	Application Date	03/05/2001
Registration Date	02/19/2002	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 041. First use: First Use: 1999/02/01 First Use In Commerce: 1999/02/01 PROVIDING INFORMATION ON-LINE THROUGH GLOBAL COMPUTER NETWORKS ABOUT STOCK CAR RACING, STOCK CAR RACING PERSONAGES, AND AUTOMOTIVE PRODUCTS		

U.S. Registration No.	2570964	Application Date	08/21/2000
Registration Date	05/21/2002	Foreign Priority Date	NONE
Word Mark	STP		

Design Mark	
Description of Mark	NONE
Goods/Services	Class 002. First use: First Use: 1999/12/31 First Use In Commerce: 1999/12/31 AUTO IGNITION WIRE DRYING PREPARATION IN THE NATURE OF A COATING Class 004. First use: First Use: 1999/12/31 First Use In Commerce: 1999/12/31 MULTI-PURPOSE SILICONE SPRAY LUBRICANT AND AUTOMOBILE BELT DRESSING IN THE NATURE OF A LUBRICANT

U.S. Registration No.	2704259	Application Date	04/22/2002
Registration Date	04/08/2003	Foreign Priority Date	NONE
Word Mark	STP		
Design Mark			
Description of Mark	NONE		
Goods/Services	Class 003. First use: First Use: 1990/12/19 First Use In Commerce: 1990/12/19 PREPARATION TO SHINE AND PROTECT TIRES		

Attachments	72244934#TMSN.gif ( 1 page )( bytes ) 72369386#TMSN.gif ( 1 page )( bytes ) 72400645#TMSN.gif ( 1 page )( bytes ) 73097125#TMSN.gif ( 1 page )( bytes ) 73111107#TMSN.gif ( 1 page )( bytes ) 73179705#TMSN.gif ( 1 page )( bytes ) 73263776#TMSN.gif ( 1 page )( bytes ) 73386671#TMSN.gif ( 1 page )( bytes ) 75187058#TMSN.gif ( 1 page )( bytes ) 76219547#TMSN.gif ( 1 page )( bytes ) 76112854#TMSN.gif ( 1 page )( bytes )
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	76398516#TMSN.gif ( 1 page )( bytes ) Notice of Opposition v. Demetiri Mavrofrides (SSP) (F0709908).PDF ( 53 pages ) (1196515 bytes )
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### **Certificate of Service**

The undersigned hereby certifies that a copy of this paper has been served upon all parties, at their address record by First Class Mail on this date.

Signature	/Craig S. Mende/
Name	Craig S. Mende
Date	11/12/2010



**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE  
BEFORE THE TRADEMARK TRIAL AND APPEAL BOARD**

In the matter of Application Serial No. 77/896,091  
Published in the *Official Gazette* on May 18, 2010

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THE ARMOR ALL/STP PRODUCTS COMPANY,	:	
	:	
Opposer,	:	Opposition No. _____
	:	
- against -	:	
	:	
DEMETRIOS MAVROFRIDES d/b/a MAVROMONT INDUSTRIES,	:	
	:	
Applicant.	:	
	:	
-----X		

**NOTICE OF OPPOSITION**

The Armor All/STP Products Company (“Opposer”), a Delaware corporation with a principal business address of 1221 Broadway, Oakland, California, believes that it would be damaged by the issuance of a registration for the trademark SSP and Design as applied for in Application Serial No. 77/896,091 (the “Application”) filed on December 17, 2009 by Demetrios Mavrofrides d/b/a Marvmont Industries (“Applicant”), and therefore opposes the same. The specific grounds for this opposition are as follows:

**FACTS**

A. Opposer and Its Registered STP Marks





1. Opposer, a leader in the automotive care industry, owns the famous STP trademark and STP logo (the “STP Marks”), which have been used continuously for more than half a century.






2. The first goods offered under the STP Marks, in the 1950s, were additives for motor oil and motor fuel. These products continue to be sold extensively throughout the United States.

3. Since that time, the line of products offered under Opposer's STP Marks has expanded to include a wide variety of automotive products, including (among others) motor oil, brake fluid, lubricants, filters, and cleaning preparations for tires.

4. Opposer has invested a significant amount of time, effort and money in developing and promoting its goods under the STP Marks. As a result of these efforts and the tremendous success of STP products in the marketplace over many decades, Opposer's STP Marks have come to identify Opposer's goods exclusively and uniquely, have become well-known and, indeed, famous marks of Opposer, and represent an enormous goodwill.

5. Opposer owns numerous longstanding federal registrations for the STP Marks, including, but not limited to:

<u>Mark</u>	<u>Reg'n No.</u>	<u>First Use Date</u>	<u>Goods</u>
STP	648,087	Sept. 1954	Additive compound for motor oils
	827,102	Sept. 1954	Additive compound for motor oils
	929,938	1963	Toys for sporting goods—namely model vehicles
	958,574	July 1971	Filters for automotive and marine engines
	1,061,958	May 1975	Brake fluid

	1,072,497	April 1976	Motor oil
	1,117,051	Nov. 1977	Restorer and beautifier for plastic, rubber, leather and wood
	1,206,873	Nov. 1979	Degreasing cleaner for vehicle engines and industrial equipment
	1,267,491	June 1982	Lubricants—namely, power steering oil and transmission oil
	2,103,468	Dec. 1990	Automotive and household cleaners, degreasers and cleaning concentrates; glass cleaners; multi-purpose cleaners for interior and exterior home and automotive use, preparations to clean and shine tires; brake parts cleaner; carburetor cleaner and hand cleaner
STP	2,540,084	Feb. 1999	Providing information on-line through global computer networks about stock car racing, stock car racing personages, and automotive products
STP	2,570,964	Dec. 1999	Auto ignition wire drying preparation in the nature of a coating  Multi-purpose silicone spray lubricant and automobile belt dressing in the nature of a lubricant
STP	2,704,259	Dec. 1990	Preparation to shine and protect tires

Print-outs from the United States Patent and Trademark Office's online databases showing the title and status of these registrations are attached as **Exhibit A.**

6. Opposer's foregoing registrations are all valid, subsisting and in full force and effect, have all become incontestable, and constitute conclusive evidence of the validity of the marks and of Opposer's exclusive right to use them in connection with the identified goods.

B. Applicant's Application to Register SSP and Design for Closely Related Goods

7. Upon information and belief, Applicant Demetrios Mavrofrides is a U.S. Citizen residing at 315 Doolittle Street, Orlando, Florida 32839.

8. On December 17, 2009, long after Opposer's STP Marks were first used in commerce, and long after the STP marks became well-known, famous and exclusively identified with Opposer's automotive goods, Applicant filed an intent-to-use application to register the SSP and Design mark shown below (the "SSP Mark") as a trademark for "wheels [and] wheel rims" as set forth on Exhibit B.

9. Upon information and belief, Applicant has not used the SSP Mark in commerce in the United States or anywhere else in the world.

10. Applicant's SSP Mark is similar to Opposer's STP Marks in sight, sound and commercial impression.

11. The goods identified in the Application are closely related to the goods Opposer sells under its STP Marks.

12. In view of the similarities of the parties' respective marks and goods, Applicant's use of the SSP Mark in connection with the goods identified in the Application is likely to cause confusion as to the source or sponsorship of those goods.

13. When Applicant filed the Application to register SSP Mark, he was on constructive notice of Opposer's prior and exclusive rights in the STP Marks by virtue of

Opposer's trademark registrations for those marks, pursuant to Section 22 of the Lanham Act, 15 U.S.C. § 1072.

14. Upon information and belief, when Applicant filed the Application to register the SSP Mark, he had actual knowledge of Opposer's prior use of and exclusive rights in the STP Marks.

15. Registration to Applicant of the SSP Mark would be inconsistent with Opposer's prior exclusive rights in the STP Marks, would threaten destruction of Opposer's investment and goodwill in its long-established and valuable marks, and would dilute and impair the distinctiveness of those famous marks and their ability to uniquely identify the goods offered by Opposer under its STP Marks.

**FIRST CLAIM FOR RELIEF UNDER LANHAM ACT SECTION 2(d)  
(LIKELIHOOD OF CONFUSION)**

16. Opposer incorporates by reference paragraphs 1 through 15 as if fully set forth herein.

17. Opposer's STP Marks have been used continuously since a date prior to any date upon which Applicant may rely.

18. Applicant's SSP Mark is nearly identical in sight, sound and commercial impression to Opposer's Marks.

19. Applicant's goods to be offered under the SSP Mark are closely related to goods sold under Opposer's STP Marks, and, upon information and belief, will be sold to the same customers or types of customers to whom Opposer's goods bearing Opposer's Marks are sold.

20. Based on the similarity of the marks and goods, consumers are likely to be confused into falsely believing that the goods offered by Applicant under the SSP Mark originate with or are approved or authorized by Opposer, or that there is some relationship between

Applicant and Opposer or the goods of Applicant and Opposer. Any use of the SSP Mark by Applicant in connection with the goods identified in the Application is therefore likely to cause confusion, cause mistake or to deceive consumers in violation of Section 2(d) of the Lanham Act, 15 U.S.C. § 1052(d).

21. By reason of the foregoing, Opposer will be damaged by the registration of the SSP Mark to Applicant.

**SECOND CLAIM FOR RELIEF UNDER LANHAM ACT SECTION 43(c)  
(DILUTION)**

22. Opposer incorporates by reference paragraphs 1 through 21 as if fully set forth herein.

23. Opposer's STP Marks are federally-registered, are distinctive, have been used nationally in commerce and widely advertised throughout the United States for many years, and are instantly recognized by consumers as symbols of Opposer. Since long before any priority date upon which Applicant may rely, Opposer's STP Marks have become famous.

24. Applicant's use and registration of the SSP Mark in connection with goods that are not manufactured, inspected or approved by Opposer will tarnish the hard earned reputation and goodwill built up in Opposer's STP Marks and dilute the distinctiveness of Opposer's STP Marks and their ability to identify the goods offered by Opposer.

25. Thus, Applicant's use and registration of the SSP Mark in connection with the goods identified in the Application will cause dilution of Opposer's Marks, in violation of Sections 13(a) and 43(c) of the Lanham Act, 15 U.S.C. §§ 1063(a), 1125(c).

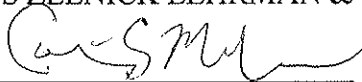
26. By reason of the foregoing, Opposer will be damaged by the registration of the SSP Mark to Applicant.

WHEREFORE, it is respectfully requested that this opposition be sustained and that the registration sought by Application Serial No. 77/896,091 be denied.

Dated: New York, New York  
November 12, 2010

Respectfully submitted,

FROSS ZELNICK LEHRMAN & ZISSU, P.C.

By: 

Craig S. Mende

Jason D. Jones

866 United Nations Plaza

New York, New York 10017

Tel: (212) 813-5900

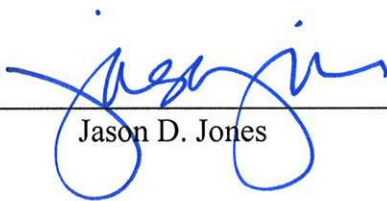
Email: [cmende@fzlj.com](mailto:cmende@fzlj.com); [jjones@fzlj.com](mailto:jjones@fzlj.com)

*Attorneys for Opposer The Armor All/STP  
Products Company*

## CERTIFICATE OF SERVICE

I hereby certify that on this 12th day of November 2010, a true and correct copy of the foregoing **NOTICE OF OPPOSITION** was served by U.S. mail on Applicant's counsel of record:

E. Randall Smith  
2777 Allen Pkwy, Suite 800  
Houston, Texas 77019-2129



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Jason D. Jones



# **EXHIBIT A**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:44:15 ET**

**Serial Number:** 72017872 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 648087

**Mark (words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2007-07-12

**Filing Date:** 1956-10-22

**Transformed into a National Application:** No

**Registration Date:** 1957-07-09

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2009-01-14

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. The Armor ALL/STP Products Company

**Address:**

The Armor ALL/STP Products Company  
1221 Broadway  
Oakland, CA 94612  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

**Phone Number:** 510 271 7326

**Fax Number:** 510 271 1652

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**GOODS AND/OR SERVICES**

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**U.S. Class:** 015 (International Class 001)  
**Class Status:** Active  
ADDITIVE COMPOUND FOR MOTOR OILS  
**Basis:** 1(a)  
**First Use Date:** 1954-09-05  
**First Use in Commerce Date:** 1954-09-07

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**ADDITIONAL INFORMATION**

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(NOT AVAILABLE)

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-01-14 - Case File In TICRS  
2007-07-12 - Third renewal 10 year  
2007-07-12 - Section 8 (10-year) accepted/ Section 9 granted  
2007-07-11 - Assigned To Paralegal  
2007-06-12 - Combined Section 8 (10-year)/Section 9 filed  
2007-06-12 - TEAS Section 8 & 9 Received  
1997-07-16 - Second renewal 10 year  
1997-06-05 - Section 9 filed/check record for Section 8  
1977-07-09 - First renewal

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**  
The Armor ALL/STP Products Company

1221 BROADWAY  
OAKLAND, CA 94612-1837  
Phone Number: 510 271 7326  
Fax Number: 510 271 1652

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**Thank you for your request. Here are the latest results from the TARR web server.**

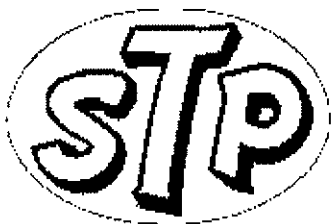
**This page was generated by the TARR system on 2010-11-12 10:44:41 ET**

**Serial Number:** 72244934 Assignment Information

Trademark Document Retrieval

**Registration Number:** 827102

**Mark**



**(words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2007-05-15

**Filing Date:** 1966-05-04

**Transformed into a National Application:** No

**Registration Date:** 1967-04-11

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2009-01-29

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

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1. ARMOR ALL/STP PRODUCTS COMPANY, THE

**Address:**

ARMOR ALL/STP PRODUCTS COMPANY, THE  
1221 BROADWAY  
OAKLAND, CA 94612  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Delaware

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**GOODS AND/OR SERVICES**

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**U.S. Class:** 015 (International Class 004)**Class Status:** Active

ADDITIVE COMPOUND FOR MOTOR OILS AND MOTOR FUELS

**Basis:** 1(a)**First Use Date:** 1954-09-05**First Use in Commerce Date:** 1954-09-07

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**ADDITIONAL INFORMATION**

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**Design Search Code(s):**

26.03.01 - Ovals as carriers and single line borders

**Prior Registration Number(s):**

648087

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2009-01-29 - Case File In TICRS

2007-05-30 - Undeliverable Mail - No Action Taken

2007-05-15 - Second renewal 10 year

2007-05-15 - Section 8 (10-year) accepted/ Section 9 granted

2007-05-04 - Assigned To Paralegal

2007-04-04 - TEAS Section 8 &amp; 9 Received

1990-08-14 - Section 15 acknowledged

1990-06-14 - Section 15 affidavit received

1987-04-11 - First renewal

1987-04-06 - Section 9 filed/check record for Section 8

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

THE ARMOR ALL/STP PRODUCTS COMPANY  
121 BROADWAY  
OAKLAND, CA 94612

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**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:44:52 ET**

**Serial Number:** 72369386 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 929938

**Mark**



**(words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2001-11-16

**Filing Date:** 1970-08-28

**Transformed into a National Application:** No

**Registration Date:** 1972-02-29

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2008-09-10

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. AMOR ALL/STP PRODUCTS COMPANY, THE



**Address:**

AMOR ALL/STP PRODUCTS COMPANY, THE  
1221 BROADWAY  
OAKLAND, CA 94612  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Delaware

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**GOODS AND/OR SERVICES**

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**U.S. Class:** 022 (International Class 016, 018, 020, 022, 025, 028)**Class Status:** Active

TOYS AND SPORTING GOODS-NAMELY, MODEL VEHICLES

**Basis:** 1(a)**First Use Date:** 1963-00-00**First Use in Commerce Date:** 1963-00-00

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**ADDITIONAL INFORMATION**

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**Design Search Code(s):**

26.03.01 - Ovals as carriers and single line borders

**Prior Registration Number(s):**

648087

827102

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-09-10 - Case File In TICRS

2001-11-16 - Second renewal 10 year

2001-11-16 - Section 8 (10-year) accepted/ Section 9 granted

2001-09-04 - Combined Section 8 (10-year)/Section 9 filed

1992-03-26 - First renewal 10 year

1992-02-19 - Section 9 filed/check record for Section 8

1977-05-09 - Section 8 (6-year) accepted

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**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

KASIMIRA C. VERDI  
THE CLOROX COMPANY  
1221 BROADWAY  
OAKLAND, CA 94612

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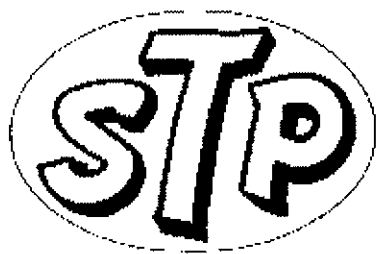
**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:45:04 ET**

**Serial Number:** 72400645 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 958574

**Mark**



**(words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2003-04-12

**Filing Date:** 1971-08-19

**Transformed into a National Application:** No

**Registration Date:** 1973-05-08

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2008-08-27

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. ARMOUR ALL/STP PRODUCTS CORPORATION

**Address:**

ARMOUR ALL/STP PRODUCTS CORPORATION  
1221 BROADWAY  
OAKLAND, CA 94612  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Delaware

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**GOODS AND/OR SERVICES**

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**U.S. Class:** 031 (International Class 011)**Class Status:** Active

FILTERS FOR AUTOMOTIVE AND MARINE ENGINES

**Basis:** 1(a)**First Use Date:** 1971-07-21**First Use in Commerce Date:** 1971-07-21

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**ADDITIONAL INFORMATION**

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**Design Search Code(s):****26.01.01** - Circles as carriers or as single line borders**26.03.01** - Ovals as carriers and single line borders**Prior Registration Number(s):**

648087

827102

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-08-27 - Case File In TICRS

2008-08-07 - Notice Of Design Search Code Mailed

2003-04-12 - Second renewal 10 year

2003-04-12 - Section 8 (10-year) accepted/ Section 9 granted

2003-02-04 - Combined Section 8 (10-year)/Section 9 filed

2003-02-04 - TEAS Section 8 & 9 Received

1993-09-28 - First renewal 10 year

1993-08-11 - Response received for Post Registration action

1993-07-31 - Post Registration action mailed - Section 9

1993-04-13 - Section 9 filed/check record for Section 8

1979-02-27 - Section 8 (6-year) accepted & Section 15 acknowledged

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

GARY L. WAMER

**Correspondent**

BARBER ELLEN

THE CLOROX COMPANY

1221 BROADWAY

OAKLAND CA 94612

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:45:23 ET**

**Serial Number:** 73097125 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 1061958

**Mark**



**(words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2007-04-28

**Filing Date:** 1976-08-19

**Transformed into a National Application:** No

**Registration Date:** 1977-03-29

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-11-16

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. The Armor ALL/STP Products Company

**Address:**

The Armor ALL/STP Products Company  
1221 Broadway  
Oakland, CA 94612  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 001**Class Status:** Active

BRAKE FLUID

**Basis:** 1(a)**First Use Date:** 1975-05-09**First Use in Commerce Date:** 1975-05-09

---

**ADDITIONAL INFORMATION**

---

**Design Search Code(s):****26.03.01** - Ovals as carriers and single line borders**Prior Registration Number(s):**

827102

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2007-11-16 - Case File In TICRS

2007-04-28 - First renewal 10 year

2007-04-28 - Section 8 (10-year) accepted/ Section 9 granted

2007-04-27 - Assigned To Paralegal

2007-03-29 - Combined Section 8 (10-year)/Section 9 filed

2007-03-29 - TEAS Section 8 &amp; 9 Received

1997-04-07 - First renewal 10 year

1997-02-20 - Section 9 filed/check record for Section 8

1983-04-04 - Section 8 (6-year) accepted

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

GARY L WAMER

**Correspondent**

Barbara Ellen

The Armor ALL/STP Products Company

1221 Broadway

OAKLAND, CA 94612

---



**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:45:36 ET**

**Serial Number:** 73111107 Assignment Information Trademark Document Retrieval

**Registration Number:** 1072497

**Mark**



**(words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2007-08-14

**Filing Date:** 1976-12-29

**Transformed into a National Application:** No

**Registration Date:** 1977-09-06

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-11-20

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. ARMOR ALL/STP PRODUCTS COMPANY, THE

**Address:**

ARMOR ALL/STP PRODUCTS COMPANY, THE  
1221 BROADWAY  
OAKLAND, CA 94612  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 004**Class Status:** Active

MOTOR OIL

**Basis:** 1(a)**First Use Date:** 1976-04-29**First Use in Commerce Date:** 1976-04-29

---

**ADDITIONAL INFORMATION**

---

**Design Search Code(s):****26.03.01** - Ovals as carriers and single line borders**Prior Registration Number(s):**

827102

933735

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2007-11-20 - Case File In TICRS

2007-08-14 - Second renewal 10 year

2007-08-14 - Section 8 (10-year) accepted/ Section 9 granted

2007-08-06 - Assigned To Paralegal

2007-07-06 - Combined Section 8 (10-year)/Section 9 filed

2007-07-06 - TEAS Section 8 &amp; 9 Received

1997-07-31 - First renewal 10 year

1997-06-16 - Section 9 filed/check record for Section 8

1983-09-20 - Section 8 (6-year) accepted & Section 15 acknowledged

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

GARY L WAMER

**Correspondent**

BARBARA ELLEN

THE ARMOR ALL/STP PRODUCTS COMPANY

1221 BROADWAY

OAKLAND, CA 94612

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:45:47 ET**

**Serial Number:** 73179705 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 1117051

**Mark**



**(words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2008-12-31

**Filing Date:** 1978-07-26

**Transformed into a National Application:** No

**Registration Date:** 1979-05-01

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2008-12-31

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Armor All/STP Products Company, The

**Address:**

Armor All/STP Products Company, The  
1221 Broadway  
Oakland, CA 94612  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 003**Class Status:** Active

RESTORER AND BEAUTIFIER FOR PLASTIC, RUBBER, LEATHER AND WOOD

**Basis:** 1(a)**First Use Date:** 1977-11-08**First Use in Commerce Date:** 1977-11-08

---

**ADDITIONAL INFORMATION**

---

**Design Search Code(s):**

26.03.01 - Ovals as carriers and single line borders

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-12-31 - Second renewal 10 year

2008-12-31 - Section 8 (10-year) accepted/ Section 9 granted

2008-12-31 - Assigned To Paralegal

2008-12-08 - TEAS Section 8 &amp; 9 Received

2008-01-17 - Case File In TICRS

1999-05-06 - First renewal 10 year

1999-02-22 - Section 9 filed/check record for Section 8

1985-08-05 - Section 8 (6-year) accepted &amp; Section 15 acknowledged

1985-04-25 - Section 8 (6-year) and Section 15 Filed

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Tim Humphrey

**Correspondent**

Tim Humphrey

The Clorox Company

1221 Broadway

Oakland CA 94612

Phone Number: 510 271 7326

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:46:00 ET**

**Serial Number:** 73263776 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 1206873

**Mark**



**(words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2002-06-01

**Filing Date:** 1980-05-27

**Transformed into a National Application:** No

**Registration Date:** 1982-09-07

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2008-04-11

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. ARMOR A11/STP PRODUCTS COMPANY, THE

**Address:**

ARMOR A11/STP PRODUCTS COMPANY, THE  
1221 BROADWAY  
OAKLAND, CA 94612  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 003**Class Status:** Active

Degreasing Cleaner for Vehicle Engines and Industrial Equipment

**Basis:** 1(a)**First Use Date:** 1979-11-12**First Use in Commerce Date:** 1979-11-12

---

**ADDITIONAL INFORMATION**

---

**Design Search Code(s):**

26.03.01 - Ovals as carriers and single line borders

**Prior Registration Number(s):**

1117051

8271020

9411860

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**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-04-11 - Case File In TICRS

2002-06-01 - First renewal 10 year

2002-06-01 - Section 8 (10-year) accepted/ Section 9 granted

2002-03-11 - Combined Section 8 (10-year)/Section 9 filed

2002-03-11 - PAPER RECEIVED



1988-10-07 - Post Registration action mailed Section 8 & 15

1988-08-24 - Section 8 (6-year) and Section 15 Filed

1988-06-07 - Section 8 (6-year) accepted & Section 15 acknowledged

1987-11-27 - Section 8 (6-year) and Section 15 Filed

1982-09-07 - Registered - Principal Register

1982-06-08 - Published for opposition

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

KASIMIRA C. VERDI, ASSIST. SECRETARY  
THE CLOROX COMPANY  
1221 BROADWAY  
OAKLAND, CA 94612

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:46:17 ET**

**Serial Number:** 73386671 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 1267491

**Mark**



**(words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2004-01-02

**Filing Date:** 1982-09-20

**Transformed into a National Application:** No

**Registration Date:** 1984-02-21

**Register:** Principal

**Law Office Assigned:** (NOT AVAILABLE)

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2008-05-05

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. ARMOR ALL/STP PRODUCTS CORPORATION

**Address:**

ARMOR ALL/STP PRODUCTS CORPORATION  
1221 BROADWAY  
OAKLAND, CA 94612  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 001**Class Status:** Section 8 - Cancelled**Basis:** 1(a)**First Use Date:** 1982-06-15**First Use in Commerce Date:** 1982-06-15**International Class:** 004**Class Status:** Active

Lubricants-Namely, Power Steering Oil and Transmission Oil

**Basis:** 1(a)**First Use Date:** 1982-06-15**First Use in Commerce Date:** 1982-06-15

---

**ADDITIONAL INFORMATION**

---

**Design Search Code(s):**

26.03.01 - Ovals as carriers and single line borders

**Prior Registration Number(s):**

648087

827102

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2008-05-05 - Case File In TICRS

2004-01-02 - First renewal 10 year

2004-01-02 - Section 9 granted/check record for Section 8

2004-01-02 - Partial Section 8 ( 10-Year) accepted/checked record for section  
2003-10-22 - Combined Section 8 (10-year)/Section 9 filed  
2003-10-22 - TEAS Section 8 & 9 Received  
1990-05-15 - Section 8 (6-year) accepted & Section 15 acknowledged  
1990-02-20 - Section 8 (6-year) and Section 15 Filed  
1984-02-21 - Registered - Principal Register  
1983-11-29 - Published for opposition  
1983-11-29 - Published for opposition  
1983-10-11 - Notice of publication  
1983-09-09 - Approved for Pub - Principal Register (Initial exam)  
1983-07-15 - Communication received from applicant  
1983-07-05 - Non-final action mailed  
1983-06-09 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

BARBARA ALLEN  
ARMOR ALL/STP PRODUCTS CORPORATION  
1221 BROADWAY  
OAKLAND CA 946122

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:46:29 ET**

**Serial Number:** 75187058 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 2103468

**Mark**



**(words only):** STP

**Standard Character claim:** No

**Current Status:** This registration has been renewed.

**Date of Status:** 2007-10-13

**Filing Date:** 1996-10-24

**Transformed into a National Application:** No

**Registration Date:** 1997-10-07

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 108

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2007-10-13

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. THE ARMOR ALL/STP PRODUCTS COMPANY

**Address:**

THE ARMOR ALL/STP PRODUCTS COMPANY  
1221 BROADWAY  
OAKLAND, CA 94612  
United States

**Legal Entity Type:** Corporation**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 003**Class Status:** Active

automotive and household cleaners, degreasers and cleaning concentrates; glass cleaners; multi-purpose cleaners for interior and exterior home and automotive use, preparations to clean and shine tires; brake parts cleaner; carburetor cleaner and hand cleaner

**Basis:** 1(a)**First Use Date:** 1990-12-19**First Use in Commerce Date:** 1990-12-19

---

**ADDITIONAL INFORMATION**

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**Design Search Code(s):**

**26.03.17** - Concentric ovals; Concentric ovals and ovals within ovals; Ovals within ovals; Ovals, concentric

**Prior Registration Number(s):**

648087  
827102  
886322  
922427  
927343  
929457  
929938  
933735  
951704  
958574  
1024719  
1052482  
1061958  
1072497  
1117051  
1206873  
1260713  
1267491  
1625222  
1625223  
1756369  
1835704

1865980

1955994

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2008-10-03 - Notice Of Design Search Code Mailed

2007-10-13 - First renewal 10 year

2007-10-13 - Section 8 (10-year) accepted/ Section 9 granted

2007-10-09 - Assigned To Paralegal

2007-09-27 - Combined Section 8 (10-year)/Section 9 filed

2007-09-27 - TEAS Section 8 &amp; 9 Received

2007-02-27 - Case File In TIGRS

2002-12-23 - Section 8 (6-year) accepted &amp; Section 15 acknowledged

2002-10-25 - Section 8 (6-year) and Section 15 Filed

2002-10-25 - TEAS Section 8 &amp; 15 Received

1997-10-07 - Registered - Principal Register

1997-07-15 - Published for opposition

1997-06-13 - Notice of publication

1997-05-07 - Approved for Pub - Principal Register (Initial exam)

1997-05-05 - Examiner's amendment mailed

1997-04-27 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

TIMOTHY J. HUMPHREY

**Correspondent**

TIMOTHY J. HUMPHREY

THE CLOROX COMPANY

1221 BROADWAY

OAKLAND CA 94612

Phone Number: (510) 271-7326

---



**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:46:50 ET**

**Serial Number:** 76219547 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 2540084

**Mark (words only):** STP

**Standard Character claim:** No

**Current Status:** Section 8 and 15 affidavits have been accepted and acknowledged.

**Date of Status:** 2007-03-31

**Filing Date:** 2001-03-05

**Transformed into a National Application:** No

**Registration Date:** 2002-02-19

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 115

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 40S -Scanning On Demand

**Date In Location:** 2007-04-03

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Armor All/STP Products Company, The

**Address:**

Armor All/STP Products Company, The  
1221 Broadway  
Oakland, CA 94612  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class:** 041

**Class Status:** Active

PROVIDING INFORMATION ON-LINE THROUGH GLOBAL COMPUTER NETWORKS ABOUT STOCK CAR RACING, STOCK CAR RACING PERSONAGES, AND AUTOMOTIVE PRODUCTS

**Basis:** 1(a)

**First Use Date:** 1999-02-01

**First Use in Commerce Date:** 1999-02-01

---

### ADDITIONAL INFORMATION

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**Prior Registration Number(s):**

648087

1117051

2016263

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### MADRID PROTOCOL INFORMATION

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(NOT AVAILABLE)

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### PROSECUTION HISTORY

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**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2007-04-03 - Case File In TIGRS

2007-03-31 - Section 8 (6-year) accepted & Section 15 acknowledged

2007-03-30 - Assigned To Paralegal

2007-03-08 - Section 8 (6-year) and Section 15 Filed

2007-03-08 - TEAS Section 8 & 15 Received

2002-02-19 - Registered - Principal Register

2001-11-27 - Published for opposition

2001-11-07 - Notice of publication

2001-09-09 - Approved for Pub - Principal Register (Initial exam)

2001-08-29 - Examiner's amendment mailed

2001-08-08 - Previous Allowance Count Withdrawn

2001-05-16 - Approved for Pub - Principal Register (Initial exam)

2001-05-16 - Assigned To Examiner

2001-05-07 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Correspondent**

BARBARA ELLEN

AMOR ALL/STP PRODUCTS COMPANY

1221 BROADWAY

OAKLAND, CA 94612

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:47:07 ET**

**Serial Number:** 76112854 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 2570964

**Mark (words only):** STP

**Standard Character claim:** No

**Current Status:** Section 8 and 15 affidavits have been accepted and acknowledged.

**Date of Status:** 2008-06-09

**Filing Date:** 2000-08-21

**Transformed into a National Application:** No

**Registration Date:** 2002-05-21

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 115

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2008-06-09

---

**LAST APPLICANT(S)/OWNER(S) OF RECORD**

---

1. Armor ALL/STP Products Company, The

**Address:**

Armor ALL/STP Products Company, The  
1221 Broadway  
Oakland, CA 94612  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

---

**GOODS AND/OR SERVICES**

---

**International Class: 002****Class Status:** Active

AUTO IGNITION WIRE DRYING PREPARATION IN THE NATURE OF A COATING

**Basis:** 1(a)**First Use Date:** 1999-12-31**First Use in Commerce Date:** 1999-12-31

---

**International Class: 004****Class Status:** Active

MULTI-PURPOSE SILICONE SPRAY LUBRICANT AND AUTOMOBILE BELT DRESSING IN THE NATURE OF A LUBRICANT

**Basis:** 1(a)**First Use Date:** 1999-12-31**First Use in Commerce Date:** 1999-12-31

---

**ADDITIONAL INFORMATION**

---

**Prior Registration Number(s):**

648087

827102

933735

1117051

1267491

2016263

---

**MADRID PROTOCOL INFORMATION**

---

(NOT AVAILABLE)

---

**PROSECUTION HISTORY**

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2008-06-09 - Section 8 (6-year) accepted &amp; Section 15 acknowledged

2008-05-30 - Assigned To Paralegal

2008-05-19 - TEAS Section 8 &amp; 15 Received

2007-08-28 - Case File In TIGRS

2002-09-13 - Section 7 correction issued

2002-06-25 - Section 7 amendment filed

2002-06-25 - PAPER RECEIVED

2002-05-21 - Registered - Principal Register

2002-02-26 - Published for opposition

2002-02-06 - Notice of publication

2001-07-31 - Approved for Pub - Principal Register (Initial exam)

2001-01-24 - Communication received from applicant

2001-01-10 - Non-final action mailed

2001-01-03 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Tim Humphrey

**Correspondent**

Tim Humphrey

THE CLOROX COMPANY

1221 BROADWAY

OAKLAND CA 94612

---

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:47:23 ET**

**Serial Number:** 76398516 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** 2704259

**Mark (words only):** STP

**Standard Character claim:** No

**Current Status:** Section 8 and 15 affidavits have been accepted and acknowledged.

**Date of Status:** 2009-02-25

**Filing Date:** 2002-04-22

**Transformed into a National Application:** No

**Registration Date:** 2003-04-08

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 106

**If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at [TrademarkAssistanceCenter@uspto.gov](mailto:TrademarkAssistanceCenter@uspto.gov)**

**Current Location:** 830 -Post Registration

**Date In Location:** 2009-02-25

---

#### LAST APPLICANT(S)/OWNER(S) OF RECORD

---

1. Armor AII/STP Products Company, The

**Address:**

Armor AII/STP Products Company, The  
1221 Broadway  
Oakland, CA 94612  
United States

**Legal Entity Type:** Corporation

**State or Country of Incorporation:** Delaware

---

#### GOODS AND/OR SERVICES

---

**International Class:** 003

**Class Status:** Active

PREPARATION TO SHINE AND PROTECT TIRES

**Basis:** 1(a)

**First Use Date:** 1990-12-19

**First Use in Commerce Date:** 1990-12-19

---

### ADDITIONAL INFORMATION

---

**Prior Registration Number(s):**

648087  
827102  
929938  
958574  
1061958  
1072497  
1117051  
1206873  
1260713  
1267491  
1835704  
1865980  
2103468  
2109250  
2211065  
2500693  
2540084

---

### MADRID PROTOCOL INFORMATION

---

(NOT AVAILABLE)

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### PROSECUTION HISTORY

---

**NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.**

2009-02-25 - Section 8 (6-year) accepted & Section 15 acknowledged

2009-02-23 - Assigned To Paralegal

2009-02-19 - TEAS Section 8 & 15 Received

2008-08-21 - Case File In TICRS

2003-04-08 - Registered - Principal Register



2003-01-14 - Published for opposition

2002-12-25 - Notice of publication

2002-09-23 - Approved for Pub - Principal Register (Initial exam)

2002-09-18 - Assigned To Examiner

---

**ATTORNEY/CORRESPONDENT INFORMATION**

---

**Attorney of Record**

Tim J. Humphrey

**Correspondent**

Tim J. Humphrey

THE CLOROX COMPANY

1221 BROADWAY

OAKLAND CA 94612

Phone Number: 510-271-7326

Fax Number: 510-271-1652

---

# **EXHIBIT B**

**Thank you for your request. Here are the latest results from the TARR web server.**

**This page was generated by the TARR system on 2010-11-12 10:47:50 ET**

**Serial Number:** 77896091 [Assignment Information](#) [Trademark Document Retrieval](#)

**Registration Number:** (NOT AVAILABLE)

**Mark**



**(words only):** SSP

**Standard Character claim:** No

**Current Status:** A request for an extension of time to file an opposition has been filed at the Trademark Trial and Appeal Board.

**Date of Status:** 2010-06-03

**Filing Date:** 2009-12-17

**Transformed into a National Application:** No

**Registration Date:** (DATE NOT AVAILABLE)

**Register:** Principal

**Law Office Assigned:** LAW OFFICE 110

**Attorney Assigned:**  
MIZELLE HOWARD DEZMONA JULYE

**Current Location:** 650 -Publication And Issue Section

**Date In Location:** 2010-04-12

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**LAST APPLICANT(S)/OWNER(S) OF RECORD**

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1. Demetrios Mavrofrides

**DBA/AKA/TA/Formerly:** DBA Mavromont Industries

**Address:**

Demetrios Mavrofrides

315 Doolittle Street

Orlando, FL 32839

United States

**Legal Entity Type:** Individual

**Country of Citizenship:** United States

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**GOODS AND/OR SERVICES**

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**International Class:** 012

**Class Status:** Active

wheels; wheel rims

**Basis:** 1(b)

**First Use Date:** (DATE NOT AVAILABLE)

**First Use in Commerce Date:** (DATE NOT AVAILABLE)

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**ADDITIONAL INFORMATION**

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**Color(s) Claimed:** Color is not claimed as a feature of the mark.

**Description of Mark:** The mark consists of the letters "SSP" in an oval set over three vertical bars having angled borders.

**Design Search Code(s):**

**26.03.01** - Ovals as carriers and single line borders

**26.17.04** - Bands, vertical; Bars, vertical; Lines, vertical; Vertical line(s), band(s) or bar(s)

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**MADRID PROTOCOL INFORMATION**

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(NOT AVAILABLE)

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**PROSECUTION HISTORY**

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**NOTE:** To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2010-06-03 - Extension Of Time To Oppose Received

2010-05-18 - Published for opposition

2010-04-28 - Notice of publication

2010-04-12 - Law Office Publication Review Completed

2010-04-12 - Assigned To LIE

2010-03-25 - Assigned To Examiner

2010-03-25 - Approved For Pub - Principal Register

2010-03-18 - Assigned To Examiner

2009-12-24 - Notice Of Design Search Code Mailed

2009-12-23 - New Application Office Supplied Data Entered In Tram

2009-12-21 - New Application Entered In Tram

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**ATTORNEY/CORRESPONDENT INFORMATION**

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**Attorney of Record**

E Randall Smith

**Correspondent**

E RANDALL SMITH

E RANDALL SMITH

2777 ALLEN PKWY STE 800

HOUSTON, TX 77019-2129

Phone Number: 7135283100

Fax Number: 8322172993

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